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July 8, 2013

Matthew Dalbey, Deputy Director  
White House Council on Strong Cities, Strong Communities  
451 7<sup>th</sup> Street, SW  
Room 8212  
Washington, D.C. 20410

Dear Mr. Dalbey,

For the past four years, eight leading local organizations have been collaborating to develop a new economic development plan for Greater Reading and Berks County. Spearheaded by the Greater Reading Economic Partnership and the Greater Reading Chamber of Commerce and Industry, these organizations have been working toward a transformed Greater Reading where residents are more prosperous, businesses are able to grow faster and become more innovative, opportunity is available to all, and long-time residents and newcomers are happy to live.

This effort first culminated in the June 2010 release of the Ride to Prosperity: Strategies for Economic Competitiveness in Greater Reading. The original Ride to Prosperity plan has helped guide key county economic development initiatives, and spurred a new spirit of collaboration around the important work of building a more prosperous and successful Greater Reading and Berks County.

Ride to Prosperity Strategies include continuing to focus on five key areas - (1) Entrepreneurship and innovation, (2) Workforce and talent development, (3) Sites and infrastructure, (4) Quality of place, and (5) Business-friendly Greater Reading. Beyond work plans pertinent to these focus areas, the Ride to Prosperity partners continue to develop and expand our partnerships so that we can support key economic development initiatives while also serving as smart stewards of both public and private investments in the community.

Our work includes assisting the City of Reading with achieving its goals for the Mayor's top priorities of revitalizing downtown, cultivating a business-friendly City Hall, and attracting businesses to undeveloped sites. We have provided technical assistance and training to the City and plan to continue to support these efforts in any way we can.

We are very pleased at the prospect of having a Community Solutions Team come to the City to support its efforts to more effectively and efficiently use federal funds and leverage other resources, secure and strengthen partnerships that will assist in economic growth; and enhance local capacity by identifying existing assets and e

nsuring that economic and community development plans build appropriately from areas of strength. As such, we proudly support their application to Strong Cities, Strong Communities (SC2) and look forward to working with the Community Solutions Team should the City of Reading be successful in their application.

If you have any questions regarding our support, please feel free to contact me, Jon Scott, at (610) 376.4237 or [jon@greaterreading.com](mailto:jon@greaterreading.com).

Best personal regards,

A handwritten signature in black ink, appearing to read 'Jon C. Scott', with a stylized, cursive script.

Jon C. Scott  
President and CEO  
Co-Chair, Ride to Prosperity